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Advertising Age

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Twin benefit ads work

Crest gets an Aqua-fresh cavity

By NANCY GIGES

NEW YORK—For the first time in six years, a new toothpaste—Aqua-fresh—appears to be capturing a respectable share of the $650,000,000 dentifrice market. In so doing, it has eaten a hole in the share of perennial leader Crest.

Performing even better nationally than in test market (AA, July 30), Beecham Inc.'s white paste with blue gel stripes brought in a 12% market share in one recent two-month period, thus moving into the No. 3 spot behind Procter & Gamble's Crest (now under 35%) and Colgate-Palmolive's Colgate toothpaste (16%).

The question industry observers are now asking is what P&G will do to regain the close to five share points it has lost. Most of this business has come from Crest; P&G's Gleem has lost less than a share point. Earlier this year, prior to this decline to the lowest share Crest has seen in recent years—under 35%—P&G's bellwether brand had seen shares of over 40% of the market.

▪ Aqua-fresh is performing so well here that Beecham has followed its U.S. rollout with national expansion in Canada, where the dentifrice market situation is similar in some ways to the U.S.

Although it is understandable that the top two brands in the U.S. have contributed the most to the newcomer's share, it is considered surprising that the two gel entries on the market, Lever Bros.' Close-up and Aim, have so far escaped serious damage, each with a share loss of under a point.

The positioning that propelled Aqua-fresh to the No. 3 slot is one of "double-protection," offering both cavity-fighting and breath-freshening benefits. Tv spots show various situations in which two people argue over whether to buy a breath-freshener or cavity-fighting dentifrice. Aqua-fresh satisfies both, Grey Advertising

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Double protection is the theme for Aqua-fresh in tv and print—fluoride plus breath freshener.

New double-protection Aqua-fresh fights cavities and freshens breath.

The latest entry into the burgeoning convection oven field is from Rival Mfg. Co., Kansas City. Trade ads introduce the $175 oven; consumer magazine ads start in April. Barickman Advertising is the agency.

Arco takes on convenience stores

By JOSH LEVINE

NEW YORK—The first sproutings of a convenience store network at Atlantic Richfield gas station sites may represent the oil industry's next cash crop as Arco Co. and its colleagues look for a more stable and more profitable harvest than gas alone can provide.

Arco has converted some 300 service stations to new 24-hour entities called AM/PM Minimarkets, but the real thrust against Southland's 7-Eleven chain—the direct target of Arco's move—will be launched next month. It is then that Arco will open up AM/PM to franchisees from its jobber and distributor network, and back the new venture with an extensive campaign. Arco markets are concentrated on both coasts and in the Great Lakes region.

Foote, Cone & Belding handles Arco ads; Landor Associates created the name and marketing concept.

The converted and newly built stores these franchisees will occupy will be promoted by the theme, "Just around the corner, all around the clock." Commercials for the $2,500,000 to $3,500,000 effort use the music of Bill Haley's classic, "Rock around the clock," with the new lyrics, "Shop around the clock."

▪ And while shoppers are bopping, other oil companies and the nation's 33,000 convenience stores will be looking either expectantly or nervously at AM/PM's success. Gulf Oil is experimenting with several convenience store Gulf stations in Atlanta and Houston, and Sun Oil and Mobil recently bought convenience store chains which are currently run independent of their service station networks.

"It's clearly beneficial to find other ways of developing a return on gas stations," said Jim Gordon, Gulf's gasoline advertising manager. "Gas is an uncontrollable variable—anything could happen to it, so it's a good idea to supplement that with a more dependable business."

Gas stations have traditionally relied on what is known as their "bay business," the parts and repair operation in their garage bays, to supplement gas retailing. The profitability of that bay business is being drained, however. Parts outlets and specialty repair shops like Midas Muffler have cut into bay business profits, along with a growing trend among drivers to work on their own cars.

At the same time, the volatility in supply that oil companies hope to cushion has made the convenience store the perfect tenant for underutilized bays. In the wake of last summer's gas shortage, Benton & Bowles conducted a study of developing retail patterns. The study found that neighborhood stores will grow in importance as drivers seek to limit the radius of their shopping trips.

That trend will accelerate, the study found, even if conservation or increased production bulldoze the peaks and valleys of gasoline availability and assure more dependable supplies. It is the shopper's perception, not the gauge at the pump, that is feeding widespread anxiety, said the study.

▪ The ability to sell food at high margins also gives the convenience store a flexibility on gas pricing that it wouldn't have if gas were its only product. "It's a synergistic effect," said Edward Reilly, vp-retail marketing, Arco, explaining that low-price gas can lead a customer straight to the counter for high-

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last minute news

GF consolidating cereals at Grey, O&M

NEW YORK—General Foods has moved $20,000,000 in breakfast cereal billings from Benton & Bowles. Moving to Grey are Honeycombs and Grape Nuts, worth about $15,000,000, to O&M is Alpha Bits, $5,000,000. GF said the move, unrelated to its search for a fifth agency, is in the interest of narrowing its cereal agencies from three to two. GF said it will make a "major" assignment to B&B in the spring. B&B continues with GF's pet foods and dessert product assignments.

U.S. wins more time to attack NAB code

WASHINGTON—Federal judge Harold Greene, on the verge of quashing the antitrust case against NAB's tv code, has given Justice Department 45 days to find more evidence supporting its claim that the code keeps tv ad prices up. NAB had moved to kill the case.

NAD rules AmEx ads misleading despite revisions

NEW YORK—National Advertising Division has ruled that ads for American Express Travelers Cheques were misleading, despite modifications made after competitors' objections. AmEx disagreed, but said the ads

(Continued on Page 8)

New York p.m. daily on the way

By LEAH ROZEN

NEW YORK—East side, west side, all around the town, New Yorkers will be able to buy a new daily newspaper soon.

Scheduled to begin publication sometime during the first quarter of 1980, the planned afternoon tabloid is tentatively being titled the *Wall Street Final*. It will cost 25¢, be sold only on Manhattan newsstands and appear Mondays through Fridays.

▪ The paper is the creation of Michael Goldstein, the 41-year-old founder and former publisher of the *Soho Weekly News*. He sold the Manhattan weekly to the London-based Associated Newspapers earlier this year.

"I intend to prove that there is a place and a need and a way for an afternoon newspaper to survive and be effective," Mr. Goldstein said in revealing his plans for the newspaper. The *New York Post* is now the city's only general circulation afternoon daily.

▪ In recent years, afternoon newspapers have suffered declining circulation, particularly in big cities. Between 1960 and 1978, the number of afternoon dailies decreased by 29, while morning dailies increased by 48 during the same period.

Mr. Goldstein says that "he is going to succeed where others have failed[most recently the short-lived *Trib* in early 1978] because he is going to be publishing a specific package aimed at a specific audience."

That package is scheduled to include short international, national and local news reports, business stories and a "heard on the street" column covering Wall Street doings, the 3 p.m. and closing stock tables, and sports news and odds information.

The package is being aimed at businessmen and women heading home from the office. The paper will be sold at 100 newsstands, primarily downtown and midtown lo-

(Continued on Page 70)

U.S. bid in early stage: Saatchi

LONDON—The Saatchi & Saatchi Co. last week earned a round of stock market applause with its latest year-end results showing pretax profits up 30% at £2,440,000 ($5,368,000) on turnover of £71,500,000 ($153,700,000).

But while the agency holding company was basking in its good fortune—just one more profitable year tacked on to many which have combined to catapult Saatchi into the front ranks of London agencies—the company was at pains to dampen speculation about a reported tie-up with Cunningham & Walsh (AA, Dec. 10).

According to a company spokesman, "We have been consistently saying the same thing for several months—that we are exploring the U.S. market by talking to a number of agencies and advertisers, but that our plans are still at an early stage."

However, Saatchi is clearly in a

(Continued on Page 68)

NEWSPAPER
AA MAR80
DC2014CNGL IHGENP 99187 92011
R HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

Cigaret makers ready for low-tar dogfight in '80s

By SAM HARPER

NEW YORK—As expected, the nation's leading cigaret marketers are going at each other's throats with comparative advertising campaigns.

That cigaret companies would be coming with ad strategies and marketing tacks designed to "take it away from the other guy" was predicted by a cigaret exec several weeks ago (AA, Nov. 12).

Supporting the conclusion that the '80s will be a low-tar dogfight among R. J. Reynolds Tobacco, Philip Morris U.S.A., Lorillard and American Tobacco are recent ads for brands like Merit, Now, Triumph and Carlton.

• "Comparative advertising is not new in the cigaret industry," an industry source explained. "But we're definitely going to see more of it in 1980." He added that no one company has cornered the low-tar segment, which now claims 42% of total cigaret sales.

Marketers also have been using banner headlines in ads emphasizing the findings of research and tests. As a result, most of the major marketers have created campaigns for their low-tar products that are reminiscent of the front pages of some New York tabloids.

As one agency exec explained, "The louder one yells, the better chance one has of attracting attention. Headlines excite people but you've got to have the facts to back up the headlines."

Lorillard, a company that has billed itself as the "most aggressive of the low-tar marketers," with more than 80% of its volume concentrated in the low-tar segment, is showing no signs of altering its tough marketing stance in that segment.

Lorillard's year-old Triumph brand has close to a 0.4% market share and is the subject of a new comparative campaign appearing in newspapers and magazines nationwide. The campaign uses the theme, "Triumph at 3mg tar scores in the same taste league with Merit, Vantage and Winston Lights." The three brands contain tar levels of 8mgs, 11mgs and 12mgs, respectively.

Though the ads do not explain what research was conducted to reach that claim, nor how high Triumph scored in the "taste league," Lorillard said it has not received any complaints from RJR or Philip Morris, marketers of the brands in question.

A spokesman at Lorillard said Triumph was in need of a stronger message following its "Good taste at only 3mgs tar" introductory campaign. The spokesman also said Lorillard would stick with the campaign through 1980.

• Meanwhile, Lorillard continues its comparative strategy in advertising for its Golden Lights brand.

(Continued on Page 68)

FIGHT BACK AGAINST SO-CALLED PLANNED OBSOLESCENCE.
SCOUT INTRODUCES THE WARRANTY PACKAGE IN LONGEST AND BEST AUTOMOTIVE HISTORY.
FIGHT BACK WITH SCOUT.
Anything less is just a car.

Aware that its 1,700 dealers are "hard to find," International Harvester's Scout is including a toll-free number in its 1980 magazine and tv advertising. Dealers will be notified by headquarters of the call so they can follow through with direct mail.

Scout hot on trail of Detroit

By JACQUES NEHER

CHICAGO—Jolted by a three-year loss in market share, International Harvester is preparing to mount a battle against its competitors in Detroit with an ad campaign that invites buyers of conventional cars to "fight back with Scout" against Detroit's "planned obsolescence."

"It seems like clockwork," begins the copy in a magazine ad scheduled to run in up to 32 publications beginning in mid-January. "Just when the repair bills start rolling in, you discover your car's warranty has run out. Call it planned obsolescence. Call it anything you want. At International Harvester, we call it disgraceful."

The campaign for the 1980 Scout line gets its initial kickoff with a "newsy" ad in the *Wall Street Journal* Dec. 21 that introduces the company's free five-year, 100,000-mile engine and rust-through warranties (AA, Dec. 3).

• Tv spots touting the bold warranties—one pictures the Scout at the foreground of a towering auto junk yard—begin Dec. 26 and will peak in February and March with up to 125 grps per week on network tv.

"We're not trying to wage war

(Continued on Page 67)

Even without pressure from Scout, Detroit is having its sales woes. See Page 68.

Testimony shows P&G's hoarding ways

By LOUIS A. FANELLI

NEW YORK—Procter & Gamble Co. apparently hoards trademarks the way some people collect Picassos.

The multi-billion-dollar, Cincinnati-based company has established a bank of trademarked words for possible use as brand names for products not yet on the market.

While it is not uncommon for companies to trademark names for future use, P&G is currently suing Johnson & Johnson in order to protect its marks.

The year-old suit centers around J&J's decision to market Assure deodorant tampons and to begin testing Sure & Natural feminine napkins. P&G lawyers are arguing that the use of the two names infringes on the company's "Sure" trademark (AA, Nov. 12).

Further, P&G claims it has marketed Sure tampons since 1964 and also has its own Assure mouthwash and shampoo.

• J&J, however, argues that, in fact, P&G does not market Sure tampons or Assure mouthwash and shampoo, but only brings them out when it is necessary to keep the trademark in force.

According to J&J lawyers, P&G invoices show that since 1964 it "made a total of 95 shipments" of Sure tampons resulting in gross revenues of only $836.70. The lawyers also pointed out that the tampon P&G was selling under the "Sure" name was actually a Tampax Inc. tampon.

In testimony given before federal district court judge Pierre Leval, J&J lawyer Thomas Morrison said P&G currently holds tampon trademarks for Soft Shape, Merit, Always, Soft & Certain and Sure.

In addition, Mr. Morrison said, P&G holds shampoo trademarks for Assure, Extend, Abound, Ample, Shasta, Wondra, Rejoice, Drene, Calico, Pace, Cova, Inspire and Ivory. He also noted seven mouthwash names are owned by P&G. They are Assure, Therex, Helix, Counter, Confide, Extend and Share.

In order for a product name to be trademarked it must first be sold at the retail level for a period of time. According to Mr. Morrison, P&G was able to obtain its shampoo trademarks by putting Prell sham-

(Continued on Page 70)

highlights

Monday, December 17, 1979

Clairol's success in appliances can be traced to its approach to new products. *See Page 4.*

A new products director recommends copying as a sure-fire way to succeed with new products. *See Page 4.*

McCann-Erickson has been named to assist Western Airlines in its move to bolster business travel and expand routes. *See Page 6.*

Home Box Office follows ABC-TV in Nielsen's May ratings, beating CBS-TV and NBC-TV. *See Page 10.*

Marvel Comics' superheroes will be turning up in many media, thanks to the publisher's multifaceted interests. *See Page 12.*

Charles D. Peebler, chief executive of Bozell & Jacobs International, temporarily assumes presidency of B&J Inc. as William Overmyer resigns. *See Page 16.*

Technical Publishing Co. will introduce *Output*, a monthly for the semi-lay data processing audience. *See Page 18.*

Federal agencies beef up in-house consumer units, giving consumerists more clout. *See Page 20.*

International Talent Negotiators is the newest entry in seeking celebrity talent for advertising and other fields. *See Page 22.*

Net tv buyers size up the chances of midseason prime time replacements. *See Page 30.*

Nielsen is expanding its July local tv ratings book. *See Page 33.*

Three Southern California publishers are launching new magazines on diesel-powered cars and fuel economy. *See Page 33.*

Advertisers will pay 35% more for commercials on Mexico's Televisa in 1980. *See Page 36.*

A four-month-old financial advertising agency hopes to increase its fame by decreasing its rates. *See Page 38.*

Industrial designer Peter Ryckman says that writing the ad first can help in designing a product that will better fit consumers' needs. *See Page 41.*

Harry Wayne McMahan details seven factors that are keys to creative success. *See Page 41.*

Alan Eirinberg reports on the struggle by savings institutions to compete with higher returns paid by other investments. *See Page 42.*

Gene Mahany wraps up the year with his latest roundup of notable promotions. *See Page 46.*

Mademoiselle's working women survey highlights new trends in beauty and grooming. *See Page 65.*

A federal court ordered FTC to rewrite its 1978 rule covering advertising, sales and enrolment practices of private vocational and home study schools. *See Page 67.*

Media spending for travel and tourism advertisers grew last year, but not as much as in years past. *See Page 69.*

How will cable tv get along without the missing Satcom III? *See Page 70.*

Two new American history-themed miniseries are part of CBS-TV's drive for "substance" in miniseries and tv movies. *See Page 72.*

Section 2

The sales tool that never stops selling—on or off the shelf—gets a closer than usual look this week. Section 2/Packaging provides some interesting case histories while reviewing "the silent salesman's" role in advertising, beginning opposite Page 36.

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Miller nod quenches Y&R thirst

MILWAUKEE—Miller Brewing Co. has named Young & Rubicam to handle a new product assignment believed to be a superpremium brew with estimated multi-million-dollar billings.

The appointment came a mere 65 days after Y&R was dumped by Pabst Brewing Co., when that brewer opted for McCann-Erickson once McCann had lost its Miller business to Backer & Spielvogel.

According to an internal memo from Alexander Kroli, president of Y&R's USA division and exec vp of Y&R Inc., the Miller assignment is "the class and envy of the beer industry."

• The business will be handled out of Y&R's Chicago office; New York talent is expected to help. Although the new product assigned to Y&R is not known, Miller has filed for trademarks on the names of La Guerita, Debut, Zephyr, Lido and Tandy.

Two known Miller new products—Clipper dark light beer and Oktoberfest, an import now in test, are being handled by N W Ayer ABH (AA, Nov. 19). Clipper was recently pulled out of test for further development.

• For Y&R's Chicago office, Christmas has come early this year. The Miller assignment is the agency's third in less than three weeks. At the end of November, the shop picked up the $5,000,000 to $6,000,000 West Bend account, and less than a week later added another $2,000,000 piece of business—Jenn-Air Convection ovens (AA, Dec. 3). #

washington beat / BY STANLEY E. COHEN

Changing tides and Four A's FTC stand

WASHINGTON—"The Bill, S 1991, proposes strong measures that would significantly harness the activity of the FTC."

A cry of alarm from the Consumer Federation of America? A warning from FTC chairman Mike Pertschuk that the ax is chopping into bone?

Guess again.

This is a sentence from the first paragraph of a news release that tells why the American Assn. of Advertising Agencies endorses Sen. Wendell Ford's bill revamping FTC.

It is not often that a special interest is so candid about what it expects to get from pending legislation. So it will be interesting to see if this statement affects the fate of the bill.

Will it bring the brigades storming from the trenches with bayonets fixed to win the field? Or will it trigger a counterattack by FTC's supporters?

Are there congressmen who were ready to go along on a tough anti-FTC bill who will become skittish about voting for a bill that has been publicly proclaimed as tailored to the goals of the people the commission is supposed to regulate? Does the threat of a Presidential veto become more plausible?

▪ Aside from its role in the immediate fight, what does this statement tell the world about the attitudes of the advertising business and its principal association? Most sophisticated special interests try to polish self interest with a public interest gloss. Does this Four A's candor represent amateurism? Or arrogance?

In an important sense, the posture of a trade association gives the public clues to the concepts of citizenship that guide the behavior of an industry. In recent years, for example, the Four A's worked hard to enhance the credibility of advertising by doing things that positioned the industry and its top executives in good company.

▪ It was a policy of outreach. Of seminars at universities and brainstorming sessions at famous think tanks. Of distinguished scholars commissioned to do important studies casting new light on the role of advertising. Of dialog with the industry's critics.

Consumerism was running rampant, and the rejuvenated FTC was pounding the big advertisers. But the hallmark of Four A's was a low profile. Under the leadership of the late John Crichton, the industry was encouraged to see its own daily hassles in the context of the world's more serious concerns.

Issues were selected with care, and they were attacked in an orderly and professional manner—always in a way that cultivated the image of an industry that accepts a vision of social responsibility grounded in the principle that those things that are good for society are good for advertising.

In retrospect, this deliberate effort to associate advertising with scholarship and responsible citizenship paid off. Advertising's standing with opinion makers was enhanced. It emerged from the era better and more effective than ever, with all its essential freedom intact.

Two years have passed since the Four A's was deprived of the leadership of John Crichton. Now there are different priorities and a different style.

▪ The association continues its "outreach" activities, but it also is involved in an intense effort to "harness" its regulator.

It is expected, of course, that an advertising organization would want to regain legislative ground lost to consumerists. But nothing is without its price. If the industry gives up the high ground it so carefully cultivated in the recent past, it ought to be able to show that an urgent need has been met.

It should be able to show, for example, that stifling rules have survived the FTC hearing process or that outrageous procedures were beyond the reach of the court system.

▪ There are times when it is necessary to fight. But those who have a decent regard for their fellow beings couch their fight in understandable principle.

If John Crichton found it necessary to fight for legislation to curb FTC, it would have been his style to ride into the fray flanked by law school deans and economists of unimpeachable reputation. I can't picture him bringing the ad agencies into battle shoulder to shoulder with used car dealers and funeral directors. #

PROMOTIONS VIA SHOPPING MALLS

Our full service mall agency has run successful promotions for Auto-Train, Burger King, CBS, Clairol, Dept. of Energy, De Beers, Kinney, Kodak . . . etc.

Call or write, and we'll show you how to use the most exciting *direct* advertising medium available!

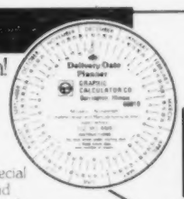
SHOPPING CENTER NETWORK
10651 Kendall #110 Miami, Fla. 33176
Miami (305) 595-0201 Chicago (312) 446-8132 New York (212) 473-5346

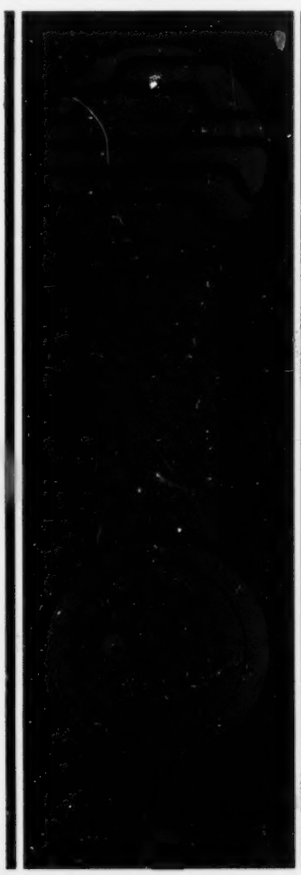
Radio sales to advertisers

Year	Total ($ million)	Network ($ million)	% change	Nat'l and Regional Spot ($ million)	% change	Local ($ million)	% change
1978	$2,911.2	$126.4	7.0	$592.1	13.6	$2,192.7	17.1
1977	2,512.5	118.1	28.1	521.3	5.4	1,873.1	14.3
1976	2,226.1	92.2	26.8	494.6	18.8	1,639.2	16.8
1975	1,892.3	72.7	20.6	416.3	7.6	1,403.3	7.2
1974	1,755.9	60.3	1.5	386.8	1.2	1,308.8	8.6
1973	1,647.1	59.4	(8.6)	382.3	(0.5)	1,205.4	9.7
1972	1,547.1	65.0	18.0	384.3	1.7	1,098.4	15.1
1971	1,387.7	55.1	12.9	378.0	6.4	954.6	12.0
1970	1,256.8	48.8	(4.1)	355.3	1.6	852.7	6.6
1969	1,200.4	50.9	(6.9)	349.6	2.2	799.9	9.1

*Figures include commissions paid to ad agencies and station reps, plus other charges for services provided by the broadcaster.
Source: Federal Communications Commission.

FREE! Graphic Delivery Date Planner
Call for yours now. No obligation!
GRAPHIC CALCULATOR COMPANY
Designing and manufacturing special slide rules, printed calculators and feature demonstrators for 40 years!
232 James Street, Barrington, Illinois 60010
Call Cape Gulbransen or Barbara Kokoron at
312/381-4480





Advertising Age
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Mail to: Margaret Maples, Advertising Age Cite Service, 740 Rush Street, Chicago, IL 60611 (312) 649-5328 or 5329
Please send more information about the Cite Service.
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Title Telephone
Company
Address
City/State/Zip

Radio spending up 15.9%

WASHINGTON—The government says advertisers increased radio spending 15.9% to $2,911,200,000 last year, a percentage boost apparently not in the cards for radio in 1979.

The Federal Communications Commission figures, released last week, are almost identical to the radio industry's own 1978 sales estimate of $2,953,000,000, which was issued earlier.

The comparable figure for television advertising sales made by FCC last year was $8,056,500,000 (AA, July 30).

▪ Radio will finish up this year with perhaps a 10% gain over 1978, according to unofficial industry estimates. Much will depend on fourth-quarter sales, an industry observer cautioned last week.

Highlights of 1978, according to the FCC, include:

- Local ad sales of $2,192,700,000, up 17.1% from 1977.
- National and regional spot sales of $592,100,000, up 13.6%.
- Network ad sales of $126,400,000, up 7%.

▪ These figures include commissions paid by advertisers to agencies and state reps, but do not include what advertisers paid to produce commercials or programing for radio. #

Where the horse world goes to market!
Our readers use us . . . as a reference, as a learning tool, as a source of information, as an accepted authority in the horse field. Our advertisers are *used*, too . . . with the same loyalty.
Call direct or write for reader demographics and complete media package. Also, see section 25, SRDS.
THE WESTERN HORSEMAN
P. O. Box 7980 • 3850 N. Nevada Ave.
Colorado Springs, CO 80933 Ph. 303-633-5524

Brady

(Continued from Page 38)

Shah. One or two rather surly cynics recounted their own experience with the authorities in similar occurrences in which the police had chuckled benignly and said, "Listen, Mac, just be grateful that was all you lost."

Personally, I am backing Mr. Stein's and the official police version. As I believe wholeheartedly in that little man who's been out there on the raft since 1912.

▪ There will always be those who turn a blind eye to revealed truth, callous cynics who refuse to believe anything. I feel sorry for them, really I do.

Why, people like that are so skeptical about the inherent decency of America and its great institutions that they are insisting all over again there's a fleet of oil tankers just over the horizon waiting for OPEC to raise its prices again before they berth in New Jersey! #

Mr. Brady's current novel is "Nielsen's Children," all about the cynical and the innocent in network television.

Estimated domestic cigaret consumption by company and brand (Billion units)

	1978 units	1979 units	Change
R. J. Reynolds			
Winston (soft pack)	48.65	43.34	(10.9)%
Winston (hard box)	2.70	2.49	(7.8)
Winston 100s	15.15	13.84	(8.6)
Winston Menthol 100s	1.20	1.02	(15.0)
Winston Lights	11.60	13.34	15.0
Winston Long Lights	5.25	6.59	25.5
Total Winston	84.55	80.62	(4.6)
Salem	21.85	18.80	(14.0)
Salem 100s	12.65	11.35	(10.3)
Salem Box	1.25	1.14	(8.8)
Salem Lights	11.25	13.35	18.7
Salem Long Lights	7.35	9.20	25.2
Total Salem	54.35	53.84	(0.9)
Vantage	12.20	12.40	1.6
Vantage Menthol	2.60	2.64	1.5
Vantage 100s	3.98	4.66	17.1
Vantage Ultra Lights	—	0.80	—
Total Vantage	18.78	20.50	9.2
Camel	5.85	5.47	(6.5)
Camel Lights	3.50	4.60	31.4
Camel Lights 100s	—	1.20	—
Total Camel	9.35	11.27	20.5
More	3.50	4.00	14.3
More Menthol	2.70	3.18	17.8
Total More	6.20	7.18	15.8
Doral	2.20	1.39	(36.8)
Doral Menthol	1.33	1.01	(24.1)
Doral II	—	1.40	—
Doral II Menthol	—	1.05	—
Total Doral	3.53	4.85	21.9
Now (hard box)	2.10	1.96	(6.7)
Now (soft box)	0.08	0.63	—
Now Menthol (hard box)	0.97	0.92	—
Now Menthol (soft box)	0.04	0.38	—
Total Now	3.19	3.89	21.4
Real	1.80	1.53	15.0
Real Menthol	0.75	0.62	—
Total Real	2.55	2.15	(15.7)
All Others	0.04	0.12	—
Total Filter	182.54	184.42	1.0
Camel	16.25	14.83	(8.7)
Total Domestic	198.79	199.25	0.2%
% Filter	91.8%	92.6%	—
% Market	32.9%	32.6%	—
Philip Morris			
Marlboro (hard box)	36.41	35.83	(1.6)%
Marlboro (soft pack)	35.91	35.12	(2.2)
Marlboro 100s (soft pack)	3.93	3.75	(4.6)
Marlboro 100s (hard box)	11.07	10.87	(1.8)
Marlboro Green	1.30	1.31	0.8
Marlboro Lights	9.31	11.18	20.1
Marlboro Lights 100s	3.08	5.28	71.4
Total Marlboro	101.01	103.34	2.3
Benson & Hedges 100s	11.49	10.00	(13.0)
Benson & Hedges Menthol 100s	7.66	7.20	(6.0)
Benson & Hedges Premium	0.12	0.12	—
Benson & Hedges Multi-Filter	11.3	0.93	—
Benson & Hedges Menthol Multi-Filter	0.09	0.09	—
Benson & Hedges 100s Lights	3.89	5.28	35.7
Benson & Hedges 100s Menthol Lights	3.20	4.33	35.3
Total Benson & Hedges	27.58	27.95	1.3
Merit	9.41	12.21	29.7
Merit Menthol	2.14	2.53	18.2
Merit 100s	4.84	6.70	38.4
Merit Menthol 100s	1.35	1.79	32.6
Total Merit	17.74	23.23	30.9
Virginia Slims 100s	5.08	4.98	(2.0)
Virginia Slims Menthol 100s	4.67	4.87	4.3
Total Virginia Slims	9.75	9.85	1.0
Parliament (soft pack)	2.70	2.47	(8.5)
Parliament (hard box)	2.49	2.39	(4.0)
Parliament 100s	2.84	2.78	(2.1)
Total Parliament	6.03	7.64	(4.8)
Saratoga	1.45	1.47	1.4
Saratoga Menthol	0.70	0.69	—
Total Saratoga	2.15	2.16	0.5
Alpine	0.66	0.53	—
All Others	0.13	0.16	—
Total Filter	167.05	174.86	4.7
Philip Morris (king)	1.19	1.06	(10.9)
Philip Morris (regular)	0.20	0.19	—
Total Domestic	168.44	176.11	4.5%
% Filter	99.2%	99.3%	
% Market	27.8%	28.8%	
Brown & Williamson			
Kool	36.90	33.59	(9.0)%
Kool 100s	9.94	9.09	(8.6)
Kool Milds	5.19	5.54	6.7
Kool (hard box)	2.30	2.17	(5.7)
Kool Milds Longs	—	0.39	—
Kool Super Lights Kings	2.17	2.29	5.5
Kool Super Lights Longs	2.11	2.29	8.5
Total Kool	58.61	55.36	(5.5)
Viceroy	8.50	7.32	(13.9)
Viceroy 100s	2.58	2.03	(21.3)
Viceroy Milds	0.44	—	—
Viceroy Rich Lights Kings	0.44	1.42	—
Viceroy Rich Lights Longs	0.31	1.11	—
Total Viceroy	12.27	11.88	(3.2)
Raleigh*	6.40	5.60	(12.5)
Raleigh 100s*	3.11	2.81	(9.6)
Raleigh Lights*	1.26	1.25	(0.8)
Raleigh Lights Long*	0.29	0.63	—
Total Raleigh	11.06	10.29	(7.0)
Belair*	5.17	4.44	(14.1)
Belair 100s*	3.15	2.95	(6.3)
Total Belair	8.32	7.39	(11.2)
Fact	0.10	—	—
Fact Menthol	0.04	—	—
Total Fact	0.14	—	—
Arctic Lights	—	0.61	—
Arctic Lights Longs	—	0.68	—
Total Arctic Lights	—	1.29	—
All Others	0.08	0.05	—
Total Filter	90.48	86.26	(4.7)
Raleigh* (king)	1.05	0.95	—
Kool (regular)	0.77	0.69	—
Total Domestic	92.30	87.90	(4.8)%
%Filter	98.0%	98.1%	
%Market	15.3%	14.4%	
*Couponed cigarets			
American Brands			
Carlton Filter 85s	4.50	5.44	20.9%
Carlton Filter Box 80s	0.20	0.50	—
Carlton Filter Menthol 85s	1.85	2.09	13.0
Carlton Filter 100s	2.90	5.29	82.4
Carlton Filter Menthol 100s	0.64	1.78	—
Total Carlton	10.09	15.10	49.6
Tareyton Filter 85s	5.95	5.32	(10.6)
Tareyton Filter 100s	4.60	4.07	(11.5)
Tareyton Lights 85s	1.30	1.26	(3.1)
Tareyton Ultra Low Menthol 85s	0.07	0.11	—
Tareyton Low Tar 100s	1.18	1.48	25.4
Total Tareyton	13.10	12.24	(6.6)
Pall Mall 100s	8.03	6.83	(14.9)
Pall Mall Lights 100s Menthol	0.60	0.47	—
Pall Mall Filter King 85s	0.23	0.15	—
Pall Mall Extra Lights 85s	0.39	0.23	—
Pall Mall Lights 100s	0.55	0.98	—
Total Pall Mall	9.80	8.66	(11.6)
Silva Thins 100s	1.12	0.99	—
Silva Thins Menthol 100s	0.70	0.59	—
Total Silva Thins	1.82	1.58	(13.2)
Tall 120s	0.42	0.28	—
Tall Menthol 120s	0.16	0.08	—
Total Tall 120s	0.58	0.36	—
Lucky 10s	0.08	0.08	—
Lucky Strike 100s	0.18	0.10	—
Total Lucky Strike	0.26	0.18	—
All Others	0.36	0.30	—
Total Filter	36.01	38.42	6.7
Pall Mall (king)	27.50	25.70	(6.5)
Lucky Strike (regular	7.08	6.60	(6.8)
Herbert Tareyton (king)	0.28	0.25	—
Total Domestic	70.87	70.97	0.1
% Filter	50.8%	54.1%	
% Market	11.7%	11.6%	
Lorillard			
Kent (soft pack)	9.86	8.45	(14.3)%
Kent (hard box)	0.32	0.28	—
Kent 100s	5.30	4.70	(11.3)
Kent Menthol 100s	0.28	0.20	—
Kent III King	—	5.00	—
Kent III 100s	—	0.70	—
Total Kent	15.76	19.33	22.7
Golden Lights 85s	8.00	6.50	(18.8)
Golden Lights Menthol 85s	0.80	0.62	—
Golden Lights 100s	4.48	4.95	10.5
Golden Lights Menthol 100s	1.17	1.23	5.1
Total Golden Lights	14.45	13.30	(8.0)
True 85s	5.36	5.11	(4.7)
True Menthol 85s	2.34	2.34	—
True 100s	2.56	2.74	6.6
True Menthol 100s	1.37	1.47	7.3
Total True	11.63	11.65	0.2
Newport (soft pack)	4.83	5.40	11.8
Newport (hard box)	2.04	2.38	16.7
Newport 100s	0.89	0.98	—
Newport Lights	0.82	1.03	—
Total Newport	8.58	9.79	14.1
Old Gold Filter Kings*	2.21	1.93	(12.7)
Old Gold Filter 100s	0.42	0.38	—
Old Gold Filter Lights*	0.45	0.42	—
Total Old Gold Filter	3.08	2.73	(11.4)
Triumph	—	0.97	—
Triumph Menthol	—	0.53	—
Total Triumph	—	1.50	—
Max 120s	0.66	0.65	—
Max Menthol 120s	0.37	0.35	—
Total Max 120s	1.03	1.00	(2.9)
Spring 100s	0.15	0.12	—
All Others	0.02	0.04	—
Total Filter	54.70	59.46	8.7
Old Gold Kings*	0.16	0.13	—
Total Domestic	54.86	59.59	8.6%
% Filter	99.7%	99.8%	
% Market	9.1%	9.8%	
*Couponed cigarets			
Liggett Group			
L&M (soft pack)	5.40	4.69	(13.1)%
L&M (hard box)	0.14	0.10	—
L&M 100s	1.67	1.42	(15.0)
L&M Menthol 100s	0.26	0.14	—
L&M Lights	1.30	1.24	(4.6)
Total L&M	8.77	7.59	(13.5)
Lark 85s	2.70	2.16	(20.0)
Lark 100s	1.20	0.86	—
Lark Lights	0.20	0.38	—
Total Lark	4.10	3.40	(17.1)
Eve 100s	0.69	0.59	—
Eve Menthol 100s	0.46	0.35	—
Total Eve	1.15	0.94	—
Decade	0.77	0.56	—
Decade Menthol	0.25	0.21	—
Total Decade	1.02	0.77	—
Chesterfield 101s*	0.31	0.22	—
Chesterfield 85s*	0.10	0.08	—
Total Chesterfield	0.41	0.30	—
All Others	0.10	0.10	—
Total Filter	15.55	13.10	(15.8)
Chesterfield (king)*	3.39	3.18	(6.2)
Chesterfield (regular)*	0.62	0.60	—
Total Domestic	19.56	16.88	(13.7)%
% Filter	79.5%	77.6%	—
% Market	3.2%	2.8%	—
Total Industry Consumption	604.82	610.70	1.0%
Change in Inventory	9.38	(0.70)	
Total Production	614.20	610.00E	(0.7)%

Note: Percentage change is not computed for brands selling under 1 billion units. Total production is USDA estimated.
*Couponed cigarets
Lehman Brothers Kuhn Loeb estimated

Cigaret sales up a little in 1979

By JOHN C. MAXWELL JR.

The cigaret industry should end this year on an up-tick, with a volume gain of some 1%. However, there is one extra working day in the fourth quarter and some pipelining; thus we feel that the actual increase will be more modest.

For 1980, at best we look for the industry to be up modestly, and there is a possibility that it may be slightly down.

The success story of 1979 in the cigaret industry is American Brands' Carlton, which has increased its volume almost 50% and is the fastest growing brand we have seen in many a year. At least part of this gain relates to a pronouncement about 18 months ago by Dr. Gio Gori, a scientist working with the Health, Education & Welfare Department, who implied that Carltons were not all that bad, and one could smoke 10 or more to one of the more popular brands, such as Marlboro, Winston or Kool.

We believe the Gori statement has helped to accelerate the trend toward low-tar cigarets, which now constitute more than 42% of total volume. Further, a good portion of the action seems to be in the 5mg-and-under area, with the introduction of Reynolds' Doral II, and Lorillard's Kent III and Triumph this year.

• Some industry observers seem encouraged by this movement toward low-tar, as they consider tar to be the main factor contributing to disease in smokers. In fact, there are some who feel that the industry had done such a good job of moving to low-tar that antismoking forces would no longer need to be quite as adamant as in the past.

It is interesting to recall that in the congressional hearings of 1957, there was a discussion and general agreement that a "safe" tar level for cigarets would be 20mg, but that would be virtually impossible to obtain. Today, well over 90% of the cigarets sold in the U.S. have less than 20mg.

So far as the individual companies are concerned, Philip Morris registered the best absolute gain in 1979 as it did in 1978, increasing 4.5% in units and one percentage point in market share. Lorillard had the best percentage gain (8.6%) and increased its market share by 0.7. American Brands showed its first gain in more than a decade, a modest increase due primarily to the success of Carlton. #

Mr. Maxwell is with Lehman Brothers Kuhn Loeb Research, New York.

One of the brands that showed impressive sales increases last year was Camel spin-off Camel Lights.

Estimated domestic cigaret consumption by type and brand for 1979 (Billion units)

	Total	Plain filter	Mentho-lated filter	Char-coal filter	Regular	King
Marlboro	103.34	102.03	1.31			
Winston	80.62	79.60	1.02			
Kool	56.05		55.36		0.69	
Salem	53.84		53.84			
Pall Mall	34.36	8.19	0.47			25.70
Benson & Hedges	27.95	15.40	11.62	0.93		
Camel	26.10	11.27			14.83	
Merit	23.23	18.91	4.32			
Vantage	20.50	17.86	2.64			
Kent	19.33	19.13	0.20			
Carlton	15.10	11.23	3.87			
Golden Lights	13.30	11.45	1.85			
Tareyton	12.49		0.11	12.13		0.25
Viceroy	11.88	11.88				
True	11.65	7.84	3.81			
Raleigh	11.24	10.29				0.95
Virginia Slims	9.85	4.98	4.87			
Newport	9.79		9.79			
Parliament	7.64	4.86		2.78		
L&M	7.59	7.45	0.14			
Belair	7.39		7.39			
More	7.18	4.00	3.18			
Lucky	5.78	0.18			5.60	
Doral	4.85	2.79	2.06			
Chesterfield	4.08	0.30			0.60	3.18
Now	3.89	2.59	1.30			
Lark	3.40			3.40		
Old Gold	2.86	2.73				0.13
Saratoga	2.16	1.47	0.69			
Real	2.15	1.53	0.62			
Silva Thins	1.58	0.99	0.59			
Triumph	1.50	0.97	0.53			
Arctic Lights	1.29		1.29			
Philip Morris	1.25				0.19	1.06
Max 120s	1.00	0.65	0.35			
Eve	0.94	0.59	0.35			
Decade	0.77	0.56	0.21			
Alpine	0.53		0.53			
Tall 120s	0.36	0.28	0.08			
Spring 100	0.12		0.12			
du Maurier	—	—				
Fact	—	—	—			
All Others	0.77	0.77				
Total	610.70	362.77	174.51	19.24	22.91	31.27
% Market	100.0%	59.4%	28.6%	3.1%	3.8%	5.1%

Cigaret output by company (Billion units)

	1978				1979 (estimated)			
Company	Domestic	Export	Total	% of domestic market	Domestic	Export	Total	% of domestic market
R. J. Reynolds	198.79	28.90	227.69	32.9%	199.25	28.00	227.25	32.6%
Philip Morris*	168.44	33.53	201.97	27.8	176.11	40.00	216.11	28.8
Brown & Williamson	92.30	16.86	109.16	15.3	87.90	18.40	106.30	14.4
American Brands	70.87	1.60	72.47	11.7	70.97	1.60	72.57	11.6
Lorillard**	54.86	—	54.86	9.1	59.59	—	59.59	9.8
Liggett Group***	19.56	3.45	23.01	3.2	16.88	—	16.88	2.8

*Includes export volume since June 26, 1978.
**As of June 22, 1977, Lorillard sold its export brands to Moorgate Tobacco Ltd., an affiliate of British-American Tobacco Co.
***As of June 26, 1978, Liggett sold its export brands to Philip Morris.

Green questions function of ABC

NEW YORK—Proposed changes in the reports of the Audit Bureau of Circulations have been taken a step further by George Green, president of *The New Yorker*.

In an address to the Fulfillment Managers Assn. here, Mr. Green said the magazine publishing industry is faced with a "crisis of confidence" among advertisers and agencies concerning syndicated research. The crisis, he continued, sets up "a need to go back to basics. In the magazine business, going back to basics is as simple as ABC."

Discouraged that most publishing people "don't know the difference between a pink sheet and a white sheet," Mr. Green wondered "what function is ABC providing" if no one asks anything more than the average paid circulation for a six-month period.

The bureau, he charged, has set up "a lofty goal" of reporting "facts—facts without opinion." Though this objective can be achieved, "it isn't being reached today," he said. "Over the last 25 years, instead of reporting more facts, publishers' statements have been reporting fewer," and this in a time when computerized fulfillment and newsstand processing can "spit out more data with the press of a button."

▪ Mr. Green pointed out the irony of the increase in available data to the publisher "with a decrease in its availability to the decision makers at agencies and advertisers who need it more than ever." A publisher's statement a quarter century ago listed 28 lines of information; today there are 12, he said.

Mr. Green noted that *Time Z's* demographics may be "*New Yorker*-like" as their ads contend, but that "there's nothing "*New Yorker*-like about that magazine's publisher's statement." He also chided ABC for "permitting itself to serve as the issuer of a new kind of validating pink sheet that puts the ABC imprint on claims of economic identity and social status for subscriptions that are not submitted to validation by the standards of subscription sales for which magazine publishers and advertisers and agencies established ABC in the first place."

▪ He added that advertisers and agencies "ought to" demand complete pink sheets for demographic editions and know about the sources and length of subscriptions, and how they are paid for, as well. They also ought to urge publishers "to give them more information so they can make better advertising decisions," Mr. Green added. #

S-H to buy 2 stations

Scripps-Howard Broadcasting Co. has agreed to purchase Phoenix radio stations KMEO (am, fm) from B&D Broadcasting for about $4,000,000, subject to Federal Communications Commission approval. The company currently is awaiting FCC approval to purchase two other stations in Baltimore.

CPM opens N.Y. outlet

CPM Inc., a Chicago-based media management service, has opened a New York office at 122 E. 42nd St., 10017. Ray Bentley, who owns a sports syndication service, was named vp-general manager of CPM/East, while CPM exec vp Michael Willner becomes president of the division.

Testimonials from professionals in the unusual positions their work often puts them in form the basis of Sony Broadcast's new trade campaign. Ads for Sony's one-inch videotape equipment are handled by Ammirati & Puris.

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Beemak Literature Holders come in many sizes and shapes with or without base, clear or opaque.
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Campbell Soup homes in on microwave users with lines

CAMDEN, N.J.—Aiming to become a leader in marketing convenience foods that can be prepared in microwave ovens, Campbell Soup is introducing a premium-price line of Swanson frozen entrees next month and has repackaged its frozen economy dinners.

The new line includes macaroni and cheese, turkey with gravy and dressing, steak and green peppers, lasagna with meat, salisbury steak and chicken in white wine sauce. The paper tray packaging used for this line, as well as for main courses and Swanson breakfasts, can be used in both microwave and conventional ovens.

To support the new items, Campbell plans to invest $10,000,000 in a multimedia effort throughout the year. Ogilvy & Mather is the agency.

▪ According to James R. Emshoff, Campbell vp-marketing and development, the microwave oven offers the potential of a whole new world of convenience because of a dramatic decrease in cooking time. He predicted that once consumers find ways of using the new ovens to replace traditional ones, microwave ovens will saturate American households much like color tvs. Today microwave ovens have about 15% penetration and are used primarily to defrost foods and reheat leftovers. #

Owners swap stations

Multimedia Broadcasting Co. has traded its Knoxville, Tenn., stations, WBIR (am, fm) for Stoner Broadcasting System's Louisville station, WVEZ-FM. Multimedia is also paying Stoner $1,500,000.

YOU'RE ON TARGET
WHEN YOU USE ADV. BALLOONS
USE BALLOONS TO INFLATE SALES, PROFITS WILL GO UP, UP
THE MAPLE CITY RUBBER COMPANY
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44857

Vitamins Find Healthy Audience

"We broke a lot of new ground in the marketing of vitamins," reports Bob Brandt, vice-president and account supervisor at Carrafiello-Diehl & Associates, advertising agency for Lederle Labs' multivitamin, Stresstabs. "Conventional wisdom said you sell vitamins to women. We decided to sell to men. Conventional wisdom said you sell vitamins on television. We decided to make print our dominant medium. Well," Brandt continues, "having made those two unconventional decisions—men and print—we then made a very obvious decision. We made PLAYBOY one of the dominant magazines on our schedule."

ENERGETIC AUDIENCE

"We are looking for constantly active, upscale men from 25 to 34 and through middle age. PLAYBOY was at the top of that younger half. Their men were right on our target. And very much tuned in to today's interest in looking good and feeling good.

"PLAYBOY was and is strategically very important to us. We've been placing full-page ads with them consistently every year for the last four years. Print in general, and PLAYBOY in particular, is an integral part of our success and will stay that way."

ENERGETIC SALES

"What's our success been? From a virtually unknown product just about four years ago, Stresstabs today is virtually tied for number one in dollar sales in the pharmacy."

From nowhere to the top. With PLAYBOY as a key ingredient. Because in PLAYBOY you reach more than 16 million men every month. Men with a lust for life, men with a keen interest in their own physical enhancement—their health, their appearance, the grooming products they use, the clothes they wear.

You too can advertise in PLAYBOY and reach more men for less money than you can in Time, Newsweek or Sports Illustrated.

And give your sales a healthy boost.

Source: PLAYBOY, based on MRI, Fall 1979. PLAYBOY is a mark of Playboy. Reg. U.S. Pat. Off. | 1979 Playboy. Latest announced four-color rates.

videotech / BY MAURINE CHRISTOPHER

In search of the bird

RCA Satcom III lost? Wasn't that new $50,000,000 bird supposed to supersede four-year-old Satcom I as the principal carrier for basic and pay cable programing?

The sad answer, as of this writing, is yes—to both questions.

Long since sold out to Home Box Office, Showtime, ESPN, superstation distributors and other major catv programers for an expected spring start, the RCA Astro-Electronics-built 1-ton craft had moved into temporary looping orbit after being launched by a Delta rocket at Cape Canaveral Dec. 6. Then, four days later, the satellite vanished after controllers at RCA's tracking station at Vernon Valley, N.J., tried to put it into stationary orbit 22,300 miles above the Equator between Hawaii and California.

Since RCA Americom reportedly carried at least $70,000,000 in insurance (probably a Lloyd's of London package) on Satcom III, money at the moment is not the main concern. The key issue is what can be done promptly to minimize disruption in the burgeoning $1.5 billion cable industry.

▪ Satcom III was overbooked before it went up. Now, most of those customers will stay on Satcom I, but new services such as Ted Turner's Cable News Network will have to look for other means of distribution. There are three working Westars and Comstars up in space, too, but so far RCA, with two functioning satellites, has handled nearly all the cable business, and most of the catv earth stations are set to receive from Satcoms.

RCA Americom president Andrew Inglis and his staff were getting lots of sympathy when I checked out the tv and satellite community for reaction. "The question is, how fast can they regroup and put up another bird if this one is lost," said Julius Barnathan, president of ABC Engineering. That, he emphasized, will depend partly on the availability of launching vehicles.

"We may be competitors, but not at a time like this," Hale Montgomery, director of public affairs at Comsat General, said. "So we've put one of our earth stations at South Berry, Conn., into the search," he added.

Satelliting, he noted, is a very high risk business; millions—at least $30,000,000 per bird—ride on every launch. All six Comsat General satellites, launched in 1976, were successful, but parent Communications Satellite Corp., which operates Intelsats in cooperation with 134 foreign entities, has been less fortunate.

For the Intelsats, there have been seven failures in 27 launches. Put another way, there have been 20 successes, which the Comsat folks think is pretty good.

In July, 1970, one of the Intelsat III series of birds disappeared after a mishap that sounds very much like RCA's. As recalled by Comsat public affairs officer Bill Brobst, it "just vanished" after the apogee motor that was to have put the bird into permanent orbit malfunctioned.

▪ That precedent is of no help to RCA's technicians as they search for their missing craft; the Comsat engineers have no idea what went wrong, according to Mr. Brobst.

"Unfortunately, there is always a potential for an accident," said an AT&T spokesman when asked how RCA's difficulties might impact on the use of satellites for transmitting cable and tv shows. "Our three satellites [a reference to the Comstars which AT&T leased from Comsat General] were launched successfully. We intend to continue with our satellite program."

Though such an attitude is rare for me, I wouldn't mind if this column is out of date by the time you read it. How nice if RCA's wayward space vehicle reappeared and began to function smoothly. #

Magazine Advertising Data October, 1979

Ad expenditures:	Ad pages:
Oct. '79—$277,906,529	Oct. '79—12,171.80
Oct. '78—$258,123,588	Oct. '78—12,412.74
Increase: +8%	Decrease: −2%

Top Ten Advertisers	1979	1978	% Change
R. J. Reynolds Industries Inc.	$11,993,978	$ 6,574,137	+ 82%
General Motors Corp.	6,969,098	10,294,051	− 32
Seagram Co. Ltd.	6,696,470	6,135,586	+ 9
Philip Morris Inc.	6,286,631	5,052,760	+ 24
Ford Motor Co.	5,612,770	4,269,862	+ 31
Loews Corp.	3,670,569	2,486,702	+ 48
B.A.T. Industries Ltd.	3,595,816	2,062,542	+ 74
General Foods Corp.	3,206,923	3,701,654	− 13
General Electric Co.	3,201,761	2,458,315	+ 30
Time Inc.	3,005,868	2,918,348	+ 3

Top Ten Product Categories	1979	1978	% Change
Cigarets & tobacco	$27,799,929	$18,890,969	+ 47%
Beer, wine & liquor	25,017,037	20,005,436	+ 25
Automotive	22,613,005	28,441,733	− 20
Food & food products	19,116,102	17,498,437	+ 9
Business & consumer services	18,263,580	15,772,482	+ 16
Toiletries & cosmetics	17,505,130	17,170,888	+ 2
Publishing & media	14,056,286	12,325,361	+ 14
Retail &/or direct-by-mail	12,093,271	12,561,616	− 4
Travel, hotels & resorts	10,590,559	11,176,881	− 5
Apparel & footwear	10,520,008	10,700,348	+ 2

SOURCE: PIB/LNA Magazine Analysis Service covers 102 consumer magazines constituting about 90% of consumer magazine ad dollars. It is compiled and published for Publishers Information Bureau by Leading National Advertisers.

Reynolds keeps top spot in magazine ad spending

NEW YORK—R. J. Reynolds Industries held the lead as the biggest magazine advertiser in October, a month when ad expenditures grew 8% and ad pages declined 2%.

This is the first time in more than 45 months that ad pages registered a drop.

Reynolds, which has an .800 batting average for holding the top spot, this year increased its magazine expenditures 82% to almost $12,000,000. General Motors, absent from the top 10 in September, took second place, though it sliced its magazine spending by 32% vs. a year ago.

Seagram Co. Ltd., which held the No. 3 slot, increased magazine spending by a modest 9% while Philip Morris Inc., which fell from second to fourth place, boosted spending by 24%. Fifth-ranked Ford Motor Co., also not on the list last month, upped magazine advertising 31% while Loews Corp., which slipped from fourth to sixth place, hiked its magazine allowance 48%.

B.A.T. Industries Ltd. hefted its magazine budget 74% and took seventh place; last month, it ranked as the fifth largest magazine spender. General Foods Corp. sliced its magazine advertising 13% and slipped a notch from seventh to eighth place. General Electric joined the top 10 in ninth place with a 30% increase in magazine spending, and Time Inc. dropped one place with a 3% hike in magazine allowances.

Procter & Gamble, American Broadcasting Cos. and CBS ranked in the top 10 in September, but were absent in October.

Cigarets and tobacco remained the biggest product category for magazine advertising, increasing spending by 47%. The beer, wine and liquor category advanced one spot to second place with a 25% spending hike. Automotive advertising vaulted from 10th place to third place but registered the sharpest cut, slicing its magazine spending by 20% from the October, 1978, figure. Retail and direct mail marketers, travel hotels and resorts and apparel and footwear categories all reduced magazine spending.

Data in the accompanying chart was compiled by Leading National Advertisers Inc. for Publishers Information Bureau and ADVERTISING AGE. #

the advertising market place

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